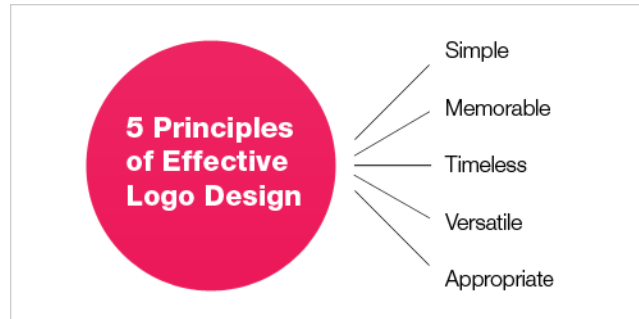


LOGO – A logo is not just a mark

A logo reflects a business's commercial brand via the use of shape, fonts, colour, and / or images.

A logo is for inspiring trust, recognition and admiration for a company or product and it is our job as designers to create a logo that will do its job.



1. A logo must be simple

A simple logo design allows for easy recognition and allows the logo to be versatile & memorable.

2. A logo must be memorable

An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo.

3. A logo must be timeless

An effective logo should be timeless – that is, it will stand the test of time. Will the logo still be effective in 10, 20, 50 years?

4. A logo must be versatile

An effective logo should be able to work across a variety of mediums and applications. For this reason a logo should be designed in **vector** format (In Illustrator), to ensure that it can be scaled to any size. The logo must work in just one colour too.

5. A logo must be appropriate

How you position the logo should be **appropriate for its intended purpose**. For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & color scheme. This would not be so appropriate for a law firm.

Look at the classic Nike Swoosh. This logo was created by Caroline Davidson in 1971 for only \$35 yet it still a strong, memorable logo, effective without colour and easily scalable. It is simple, fluid and fast and represents the wing in the famous statue of the Greek Goddess of victory, Nike – something perfect for a sporting apparel business. Nike is just one of many great logos, think about other famous brands that you know about and check out their logos – what makes them successful?

